

DRAFT AGENDA

Web Version

Centers of Today ... Investing in Tomorrow

November 14, 2011

9:30 a.m. – 4:00 p.m.

Registration begins at 8:00 a.m.

Marriott Los Angeles Downtown

333 South Figueroa Street, Los Angeles, CA 90071

Ballroom 1 & 2

8:00 a.m. REGISTRATION OPENS

8:30 a.m. CONTINENTAL BREAKFAST/EXHIBITOR TABLES

9:30 a.m. WELCOME/OPENING REMARKS

10:00 a.m. PLENARY SESSION

Speaker: BOB BLANCATO, President of Matz, Blancato, & Associates

10:40 a.m. BREAK

11:00 a.m. WORKSHOPS

A. Demonstrating Impact & Relevance

Now more than ever centers are being asked to demonstrate their impact on the lives of those that participate with them. This session will explore models of evaluation and ideas for generating information that centers need to demonstrate their relevance to participants, funders, Governing Boards and City Councils. The speaker will also share outcomes from his recent research on senior centers.

B. *Advocacy – Not Business As Usual*

Strong advocacy is imperative for the survival of services and supports for older adults and persons with disabilities. We have recently witnessed devastating consequences to important services in our state. We must do better than traditional advocacy efforts. This session will look at what's working and what's not working in the advocacy arena and suggest alternative strategies centers must embrace in these challenging times.

C. *Leveraging Strength through New Models of Collaboration*

Limited resources, staffing reductions and space constraints are forcing centers to look again at partnerships that expand centers beyond their traditional roles and deliver services to multiple generations of older Californians. This session will discuss how to take collaborations to new levels, how to seek unlikely allies for successful outcomes and how to “up” the stakes for real “win-win” situations.

D. *Fundraising in Difficult Economic Times*

In these difficult economic times, centers are asking “Where is the money?” This session will review basics of fundraising, discuss how to demonstrate impact for funders and will explore how centers and communities are building legacies to support future endeavors.

E. *Sustaining & Maintaining Center Leadership in the Community*

California centers are facing unparalleled societal, economic and political changes. Many core services that once made up the aging network are being marginalized or eliminated. This session will challenge centers to be strategic in how they evolve in tumultuous times, how to position themselves to identify opportunities and how to engage the current and future customer base to use their influence to make change happen.

12:30 p.m. BREAK

1:00 p.m. LUNCH

1:45 p.m. Senior Center Innovations Project – Presentation
LENA PERELMAN, SCAN Health Plan

Lessons learned from New York City
MANOJ PARDASANI, Ph.D., Fordham University

Presentation of Legislative Resolution declaring November as Senior
Center Month in California
ASSEMBLY MEMBER CATHLEEN GALGANI (D- TRACY)

2:30 p.m. KEY NOTE SPEAKER

COLIN MILNER, founder and chief executive officer of the International
Council on Active Aging (ICAA), is one of the world's visionaries on the
health and being of the older adult.

3:30 p.m. WRAP UP